

University of Montana

ScholarWorks at University of Montana

University of Montana News Releases, 1928,
1956-present

University Relations

12-11-1997

UM-based public radio raises \$36,000 to expand coverage

University of Montana–Missoula. Office of University Relations

Follow this and additional works at: <https://scholarworks.umt.edu/newsreleases>

Let us know how access to this document benefits you.

Recommended Citation

University of Montana–Missoula. Office of University Relations, "UM-based public radio raises \$36,000 to expand coverage" (1997). *University of Montana News Releases, 1928, 1956-present*. 15078.
<https://scholarworks.umt.edu/newsreleases/15078>

This News Article is brought to you for free and open access by the University Relations at ScholarWorks at University of Montana. It has been accepted for inclusion in University of Montana News Releases, 1928, 1956-present by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.



UNIVERSITY COMMUNICATIONS • MISSOULA, MT 59812 • 406-243-2522 • FAX: 406-243-4520

NEWS RELEASE

This release is available electronically on INN (News Net.)

Dec. 11, 1997

Contact: Kay Wilson, KUFM director of development, 243-4214.

UM-BASED PUBLIC RADIO RAISES \$36,000 TO EXPAND COVERAGE

MISSOULA--

KUFM, the Montana Public Radio station based at The University of Montana-Missoula, raised more than \$36,000 to expand and improve the station's signal during an on-air fund-raiser last week. The money will help bring public radio to an additional 100,000 Montanans.

Butte, Kalispell, Helena, Hamilton and Dillon will all receive new KUFM transmission equipment. Money donated during the Signal Extension Week fund-raiser will help pay the station's 25 percent share of the cost for the new equipment. A federal grant will contribute nearly \$500,000 toward the remaining 75 percent.

Almost 800 public radio fans helped with the weeklong fund-raiser. Although two-thirds of the donations came from communities slated to receive the expanded signal, Missoulians and residents from other areas also donated. As one caller put it, "We all travel a lot in this state... we don't want to be without our public radio station."

Although Signal Extension Week did not reach its \$50,000 goal, donations are still coming in, and KUFM hopes to reach that mark by the end of December.

Signal Extension Week was extremely low-key compared with KUFM's annual springtime fund-raiser. Local hosts asked for donations only two or three times each hour, and special prerecorded announcements by people like Dr. Science, National Public Radio reporter Susan Stamberg, Montana Secretary of State Mike Cooney and Missoula Mayor Mike Kadas ran during regular programming.

###

CBS
Specialized Western
Radio.rl